

Tobacco Prevention and Control



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1987

NYS Public Health Council passes smoking regulations But was overturned by the NYS Supreme Court and NYS Appeals Court.



1988

New York City passes a Clean Indoor Air Act.



1989

New York State becomes ∠the 11th state to pass a [−]Clean Indoor Air Act: NYS Public Health Law 13E



Also in 1989

The Commission for A Healthy New York

Is formed by New York State to address Public Health concerns regarding Tobacco Use

1990



New York becomes first major city to ban cigarette vending machines from most public places.

1992



NYS passes the Adolescent Tobacco Use Prevention Act (ATUPA or PHL 13F) Florida is the only other state with a comparable youth access law

Also in 1992

NYC passes the Tobacco Product Regulation Act

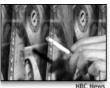


Prohibits sale of out-ofpackage cigarettes

Requires one public health message for every four tobacco advertisements on municipal property. This was overturned in court.

1993

The state increases the cigarette tax by 17¢. This new tax, 56¢ per pack, was the highest in the nation.



Commission for a Healthy NY releases report, "Tobacco-Free NY: A Plan for Action."

Which outlines the Federal ASSIST Program (American Stop Smoking Intervention Study)

1994~NYS signs PROKIDS (<u>PR</u>otect <u>Our Kids</u> from <u>Inhaling Deadly Smoke</u>) Act into Law: Prohibits use of tobacco products on school grounds and other child facilities.

Also, Suffolk County Legislature passes the Smokefree Air Act.



1996

- Westchester County Board of Health passes a Clean Indoor Air Ordinance to regulate secondhand smoke.
- This was challenged However it was upheld by the NYS Appeals Court.
- Nassau County Board of Health passes strict smoking regulations but was overturned by Federal Court in 1997.

1997

 New York files a lawsuit against the tobacco industry with 40 other states.



 Rockland County Legislature passes Smoke Free Air Act.

1998



- 46 states agree to a \$206 billion dollar settlement with the tobacco industry. NY receives \$25 billion over 25 years.
- Niagara County Board of Health passes second hand smoke regulations ... but is overturned in 1999 by a US District Judge.

1999

Passage of HCRA (Health Care Reform Act): This started funding of the NYS Tobacco Control Program

Tobacco sales tax increased by 55¢. The highest in the nation.



Dutchess County Board of Health passes smoking regulation – which was overturned by Federal court.

2000

Legislation for fire safe cigarettes – The first step toward regulating the manufacturing of cigarettes.



Amendments to ATUPA strengthen enforcement of tobacco related products including herbal cigarettes and bidis

2001

Self Service Display Ban

Putnam County BOH and then Legislature pass Public Health Law to regulate secondhand smoke.



2002

- Cigarette sales tax increase of 39¢ bringing the total tax to \$1.50. The second highest in the nation.
- Mayor Bloomberg introduces NYC Smoke-Free Air Act to protect <u>all</u> workers from second-hand smoke.
- Dutchess & Nassau County Legislatures pass strong Public Health Laws to regulate secondhand smoke.

Public Health Challenges

- Tobacco company advertising, promotion and public relations efforts have made tobacco use a social norm
- Effective public health interventions are those that change the community environment to promote positive behaviors, not those that educate individuals to change their own behavior

Tobacco Company Advertising, Promotion and Public Relations Efforts

- \$12.5 billion in the US
 - \$835 million in New York
 - · Outspend tobacco control 20:1

Tobacco Companies Respond Quickly and Creatively to Public Health Efforts

- When excise taxes go up, price promotions go up – lowering price
- When advertising restrictions are put in place, new advertising strategies are developed
- When smoking bans are passed, smokers' rights campaigns are launched, "smokefree" tobacco products are advertised

Promoting Smoking Through Popular Culture

- Up to half of youth smoking is attributable to glamorous portrayals of smoking in movies
- Smoking in movies is as common today as it was in the 1950s
- Smoking in movies rated G, PG, and PG-13 have actually increased in the past five years

Effective Public Health Interventions Change the Community Environment

- Highway and motor vehicle safety
- · Workplace safety
- · Childhood immunization
- Sanitation
- · Safer foods
- · Fluoridation of drinking water

Effective Tobacco Control

- · Smoking bans and restrictions
- · High prices
- · Media and countermarketing
- · Provider reminder systems
- · Reducing costs of treatment
- Telephone counseling to help users quit

Effective Tobacco Control

- Community mobilization to denormalize and deglamorize tobacco use
 - Smoking bans
 - · Advertising restrictions
 - · Price increases

Effective Tobacco Control

 Media and countermarketing to expose tobacco industry marketing practices and convey anti-tobacco messages

Effective Tobacco Control

- · Health care systems
 - · Screening all patients for tobacco use
 - · Providing brief advice to quit
 - Treatment for tobacco dependence as a chronic, relapsing disease
 - Insurance coverage for effective treatment
- Quitlines

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